

U.S. Mission - American Embassy Madrid, Spain

VACANCY ANNOUNCEMENT

No. 5-21	PUBLIC ENGAGEMENT ASSISTANT, PRESS AND MEDIA TEMPORARY POSITION	February 5, 2021
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U.S. Mission: Barcelona, Spain
Announcement Number: 5-21
Position Title: Public Engagement Assistant, Press and Media
Opening Period: February 5, 2021 – February 19, 2021
Series/Grade: FSN-9 or FP-5
Salary: FSN-9 Min: 45,104€ p.a.
FP-5 Min: \$57,295 p.a. salary determined by Washington D.C.
For more Info: Madrid_HR_Applications@state.gov
Who may apply: All Interested Applicants / All Sources

Please go to section on “How to apply”. Instructions must be strictly followed. Applicants must submit a DS-174

Security Clearance Required: Local Security Certification or Public Trust
Duration of Appointment: Definite, subject to the absence of an employee.

Marketing Statement: We encourage you to read and understand the [Eight \(8\) Qualities of Overseas Employees](#) before you apply

Summary: The U.S. Consulate General in Barcelona is seeking eligible and qualified applicants for the position of **Public Engagement Assistant, Press and Media**.

The work schedule for this position is: Full Time (40 hours per week)

Start date: Candidate must be able to begin working within a reasonable period of time (generally 1 week) of receipt of agency authorization and/or clearance/certification) or their candidacy may end.

Supervisory Position: No

Duties: The Press/Media and Digital Outreach Coordinator works under the direct supervision of the Counselor for Public Affairs (CPD) or CPD designee, in coordination with the Consul General in Barcelona. The position has no supervisory responsibilities. Monitors regional press and digital media coverage of issues of importance to the United States. Identifies and advises Consulate and Embassy leadership on strategies for promoting accurate, balanced press and digital media coverage of U.S. foreign policy and American interests; correcting misinformation; and countering disinformation. Maintains Consulate flagship digital properties (social media, website content). Researches and analyzes audiences for Consulate digital properties; customizes and develops online engagement to promote Mission objectives. Builds productive relationships with press and media professionals in person and online.

Qualifications and Evaluations:

Applicants must address each required qualification listed below with specific information supporting each item. Failure to do so will result in a determination that the applicant is not qualified.

Education: A university degree in Journalism, Communications, International Relations, Political Science or Economics is required.

Requirements:

Experience: A minimum of four years of progressively responsible experience in a media outlet, think tank, university, NGO, international organization, foreign embassy, government office, or corporation is required with responsibility for public relations, public affairs, journalism, communications, marketing, outreach event, press conferences, and other media interactions as significant parts of the job. Must have experience managing digital properties, and content creation in multimedia and traditional formats.

Job Knowledge: Detailed knowledge of U.S. foreign policy objectives and American interests in Spain and Andorra. Comprehensive understanding of Spanish and Andorran press/media institutions and professional journalism standards and practices, as well as trends in audience preferences for information consumption (print, TV, radio, online). Must have an understanding of communication trends in the region and internationally as they affect the Spanish and Andorran information landscapes and must be familiar with influence patterns in information flow. Knowledge of marketing techniques, market analysis, and audience analytics in Spain and Andorra. Must understand the regional, demographic, ethnic, socioeconomic, cultural and linguistics factors and the influence of religious, cultural, and educational institutions in shaping Spanish and Andorran opinions and preferences. Must have strong online communications and analysis skills to identify and exploit engagement opportunities.

Evaluations:

Language: Level 4 (fluent) of English and Spanish speaking/reading/writing. This will be tested.

Skills and abilities: Analytic skills: Ability to identify, analyze, predict, and continually assess attitudes of press and digital medias outlets and information consumers across a wide range of thematic policy areas. Must have strong analytical skills to match specific U.S. foreign policy objectives with relevant Spanish and Andorran attitudes, perceptions, and stereotypes, and the ability to conceptualize how best to use PD communication and program tools to move attitudes in positive ways. Must have the ability to advise senior PD/Mission leaders of opportunities to promote Mission objectives with key audience segments and identify creative approaches to address sensitive challenges. Must be able to perceive significant changes in Spanish and Andorran influence landscapes, and to adjust press and digital operations and products to maximize balanced coverage for priority audiences.

Communication/Interpersonal skills: Must have excellent customer relations, interpersonal, and cross-cultural communication skills. Must be able to identify influential voices in both traditional and digital information outlets and engage those voices to positive effect. Must be able to communicate effectively in formal and informal situations on nuances of U.S. policy; must have excellent written and oral communication skills to develop, write, and edit materials for digital dissemination; write reports, press releases, and other products; and engage in online fora in English, Spanish, and Catalan. Must be able to tailor communications to fit formal and informal situations. Must be able to brief U.S.

officers and visitors on a variety of issues and interpret to/from English, Spanish, and Catalan for public programs.

Management skills: Strong event and management skills are required. Must be able to organize and run events such as press conferences, interviews, workshops, and journalism training seminars, often on short notice or in emergencies. Strong organizational skills are required to manage multiple social media platforms and engage actively with the public simultaneously on the platforms.

Technical skills: Good keyboarding and data entry skills are required; excellent familiarity with electronic discovery tools, in particular the internet, and standard information retrieval practices and procedures is required. Thorough, detailed knowledge of various computer software programs, specifically Microsoft Word, Excel, and databases, as well as PD-specific software, databases, and reporting tools, is required. Knowledge of PD-specific funding authorities is required. Detailed knowledge of and ability to use digital platforms, tools, and products is required. Must have good numerical skills to develop budget projections and statistics for audience and other analytics. Must be familiar with TV and radio production to oversee logistics for media events. Ability to use social media and mobile platforms and photo editing software, photo, and video sharing sites, and to create podcasts are all required skills.

Availability: Must be available to travel throughout Spain, particularly Barcelona's consular district, as well as to Andorra, to support Mission press and online media engagement activities.

Qualifications: All applicants under consideration will be required to pass medical and security certifications.

EQUAL EMPLOYMENT OPPORTUNITY (EEO): The U.S. Mission provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation.

Other information:

HIRING PREFERENCE SELECTION PROCESS: Applicants in the following hiring preference categories are extended a hiring preference in the order listed below. Therefore, it is essential that these applicants accurately describe their status on the application. Failure to do so may result in a determination that the applicant is not eligible for a hiring preference.

HIRING PREFERENCE ORDER:

- (1) AEFM / USEFM who is a preference-eligible U.S. Veteran*
- (2) AEFM / USEFM
- (3) FS on LWOP and CS with reemployment rights **

* IMPORTANT: Applicants who claim status as a preference-eligible U.S. Veteran must submit a copy of their most recent DD-214 ("Certificate of Release or Discharge from Active Duty"), equivalent documentation, or certification. A "certification" is any written document from the armed forces that certifies the service member is expected to be discharged or released from active-duty service in the armed forces under honorable conditions within 120 days after the certification is submitted by the applicant. The certification letter should be on letterhead of the appropriate military branch of the service and contain (1) the military service dates including the expected discharge or release date; and (2) the character of service. Acceptable documentation must be submitted in order for the preference to be given.

** This level of preference applies to all Foreign Service employees on LWOP and CS with re-employment rights back to their agency or bureau.

For more information (i.e., what is an EFM, USEFM, AEFM, MOH, etc.) and for additional employment considerations, please visit the following link: <https://careers.state.gov/downloads/files/definitions-for-va>

Additional selection criteria

1. Management may consider any of the following when determining successful candidacy: nepotism, conflicts of interest, budget and residency status.
2. Current OR (Ordinarily Resident) employees serving a probationary period are not eligible to apply. Current OR employees with a MBC rating below 100 points on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR (Not Ordinarily Resident) employees hired on a Family Member Appointment (FMA) or a Personal Services Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment unless they have a When Actually Employed (WAE) work schedule.

How to Apply: Applicants must submit a Universal Application for Employment (DS-174) which is available on the website <https://es.usembassy.gov/embassy-consulates/jobs/> to Madrid_HR_Applications@state.gov

To apply for this position, applicants should electronically submit the documents listed below.

All candidates must be able to obtain and hold a Local Security Certification or Public Trust security clearance.

Required Documents: Please provide the required documentation listed below with your application:

- DS-174
- Residency and/or Work Permit
- Passport copy

If applicable, for U.S. Veterans and former U.S. Government employees

- DD-214 - Member Copy 4, Letter from Veterans' Affairs, or other supporting documentation (if applicable)
- SF-50 (if applicable)

If candidate is asked to an interview, please also provide:

- Letter(s) of recommendation
- List of references

What to Expect Next: Applicants who are invited to take a language or skills test, or who are selected for an interview will be contacted via email.

For further information: the complete position description listing all of the duties, responsibilities, required qualifications, etc. may be obtained in the website of the Embassy <https://es.usembassy.gov/embassy-consulates/jobs/>

Thank you for your application and your interest in working at the U.S. Mission in Madrid, Spain.